

PUT YOUR TRUST IN HYPER-RELEVANCE



73% OF CEOS acknowledge the need for products, services and experiences that are more meaningful to their customers. What's driving their interest in "hyper-relevance"? Changing customer expectations, of course.



44% OF SPANISH CUSTOMERS who abandon business relationships do so because personalization is lacking.



45% OF SPANISH CONSUMERS already expect specialized treatment for being a good customer.

HELLO, HYPER-RELEVANCE



Personalization—which is designed around relatively "constant" aspects of a Spanish consumer's life such as buying patterns or demographics—has its limits. As customer expectations evolve, so must the experiences that companies deliver.



Hyper-relevance allows companies to keep pace with the "non-constants" and changing circumstances of consumers' lives. Whereas the value of personalization plateaus over time, the value of investments in hyper-relevant experiences continues to grow.

THESE DIGITAL TECHNOLOGIES CONTRIBUTE TO HYPER-RELEVANCE:



Artificial Intelligence



Predictive Analytics



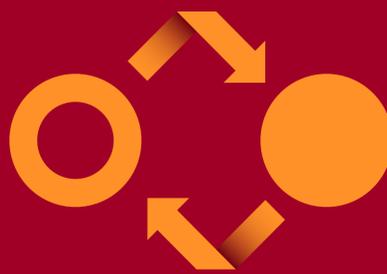
Digital Assistants



41% OF SPANISH CONSUMERS use a digital assistant, but still human-to-human interaction is needed.

TWO SIDES OF THE RELEVANCE COIN

Hyper-relevance and trust are intertwined. Nearly a quarter of Spanish consumers expect the companies with which they engage to know more about them. Globally, two-thirds of consumers are willing to share personal information. But only if they get something in return. And only if their data is secure.



85% OF SPANISH CONSUMERS believe it's important for companies to safeguard data privacy.



81% OF SPANISH CONSUMERS find not being able to trust a company with personal information a top source of frustration.

CAPTURING THE VALUE OF HYPER-RELEVANCE REQUIRES THREE THINGS:

- 01 Look beyond the traditional customer journey.** Identify and prioritize areas where hyper-relevance can deliver added—and unexpected—value.
- 02 Rethink data.** Predictive analytics, AI, machine learning and digital assistants bring a new level of understanding.
- 03 Earn trust continuously.** The trust consumers place in companies is as critical as the data itself. Sustain it with rigorous processes and governance models.